

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*Cont'd  
B1*

number 09/365,961, filed August 2, 1999, which is a continuation-in-part of application serial number 08/628,246, filed April 4, 1996, now Pat. No. 5,932,863, which is a division of application serial number 08/250,799, filed May 25, 1994, now abandoned.

---

{EDITED VERSION OF THE AMENDED SPECIFICATION}

CROSS REFERENCE TO RELATED APPLICATIONS

This application is a continuation of application serial number 09/365,961, filed August 2, 1999, which is a continuation-in-part of application serial number 08/628,246, filed April 4, 1996, now Pat. No. 5,932,863, which is a division of application serial number 08/250,799, filed May 25, 1994, now abandoned.

IN THE CLAIMS

Please amend claims 168, 183, and 185 as follows:

{CLEAN VERSION OF THE AMENDED CLAIM}

---

*B2*

168. A system for displaying programming material to a user, the system comprising:

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

*Call B2*

a printed advertisement having at least one machine recognizable feature;

a feature recognition unit having associated therewith a means for recognizing said machine recognizable feature and a means for transmitting a coded signal in response to the recognition of said machine recognizable feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and

a display unit for presenting said programming material.

---

*B3*

183. A system as defined in claim 179 wherein said "information superhighway" data link comprises an integrated service digital network (ISDN).

---

*B4*

185. A system as defined in claim 179 wherein said "information superhighway" data link comprises a cable television (CATV) line.

---

{EDITED VERSION OF THE AMENDED CLAIM}

168. A system for displaying programming material to a user, the system comprising: